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Structured communication for dynamic business

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Propositions

belonging to the PhD thesis

Structured communication for dynamic business an architecture for flexible B2B communication

Fred van Blommestein

1. Business-to-business (B2B) communication cannot be standardized as such, as business is too diverse and dynamic (this thesis, Chapter 1).
2. Business information systems should be able to negotiate what information they need to exchange in order to support an inter-organizational business process (this thesis, Chapter 2).
3. Business people exchange information using natural language, so do their information systems. Accordingly, analysis of natural language properties is the right basis for negotiations systems in B2B communication (this thesis, Chapter 3).
4. In current B2B projects, grammar and semantics of B2B communication are nearly always implicitly defined; they should be defined explicitly. (this thesis, Chapter 5).
5. In a conversation, new concepts may be defined by genus and difference (this thesis, Chapter 5).
6. Business people do not exchange facts, but views, opinions and intentions; these can be expressed as speech-acts (this thesis, Chapter 6).
7. Business processes and information can better be integrated by defining the processes as state machines than as activity graphs (this thesis, Chapter 7).
8. The REA (Resources, Events and Agents) ontology is a powerful basis for a core ontology for B2B communication (this thesis, Chapter 9).
9. The establishment of B2B relationships may be (semi)automated, using middleware and (web-) services, provided that business information systems reveal their information requirements and their capabilities to provide information (this thesis, Chapter 10).
10. B2B systems are presently designed for farmers (operations and IT managers, administrators), they should be designed for cowboys (marketeers, procurement managers) (see also Goscinnny et al: Barbed wire on the prairie, Cinebook Ltd, 2007).
11. Most B2B systems lack a sound architecture that allows for vendor neutrality, extension and scalability; too often and too quick discussions are restricted to specific IT products and low level formatting.
12. Business is only a means to create physical and cultural experiences, such as dining and opera.